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Subject: Spring 16 Collections, Contemporary Brands & Return of KSA at August LA Kids Market at the CMC
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UNEDITED SPRING 16 COLLECTIONS, CONTEMPORARY BRANDS AND THE RETURN OF KSA SHOWCASING AT AUGUST LA KIDS MARKET AT THE CMC

Los Angeles, CA (July 16, 2015)- The Spring/Summer 2016 LA Kids Market will take place on the 6th floor A Wing of the California Market Center (CMC) August 3-6. Sunday, August 2nd will be open for showroom appointments. In addition to the debut of Spring 2016 lines, August Market will feature the opening of new showrooms, as well as the return of Kids Shoe Association.

Mayra's Collections, a new showroom, represents contemporary brands such as Mini Rodini, Akid, Young Soles, Rock Your Baby, Bang Bang Copenhagen, and more. "We received so many inquiries from stores on the West Coast needing more brands like ours," says Mayra Cano, Owner of Mayra's Collections. "It was something we knew we had to do. The CMC is the only place we would want to be showing. It's the best; there was never any other option for us."

Buyers cannot only expect to see new lines, but full, unedited collections of well-known and designer brands from across the world. For example, European showroom, Group Zannier, will be showing Spring/Summer 2016 collections of Catimini, 3Pommes, IKKS, Jean Bourget - as well as Junior Gaultier, Paul Smith Jr, Kenzo Kids, and Tartine et Chocolat.

"August Market is a major show for many reasons," says Stephanie LaRussa of Group Zannier. "The first is that being a European showroom, we begin our selling season early (July) and need to submit all orders for early production that begins in the Fall. The second is that we showcase our Spring/Summer collections, which are very important to our region where the warm-weather months dominate the colder ones."

In conjunction with LA Kids Market, the Kids Shoe Association (KSA) will return and host an incredible list of Kids footwear brands in one easy to shop location for buyers. KSA will take place on the 6th Floor C Wing Monday and Tuesday, August 3 and 4.

"We are looking forward to developing a regular customer base and their understanding that we will be here every Market, making it a destination show for their buying needs," says Kim Kenson of KSA. "The exhibitors loved the space and layout at the last Show, as did our retailers. We also had a significant number of cross-over buyers stop in from different markets taking place in the building."

"Our hope is that these retailers take advantage of LAKM and KSA as a resource to find additional products and brands they can add to their merchandise assortment and increase their point of sale transactions," says Sandra Martinez of In Play Showroom. "In today's world, the consumer is looking

for something fresh and new and I feel that the edition of KSA is the perfect opportunity to discover what that exactly that may be."

In addition to footwear resources found in permanent showrooms throughout LA Kids Market, KSA will feature solid retuning brands- such as Saltwater Sandals, Skechers, JambuKD, Michael by Michael Kors, and Clarks Kids. Blowfish girls and Vince Camuto Kids will be joining the impressive roster as well.

LA Kids Market will take place Monday - Thursday, August 3-6, 2015 for the Spring/Summer 2016 Season.

About LA Kids Market - LA KIDS MARKET showcases the industry's top Kids & Maternity brands from around the globe. Located exclusively at the California Market Center (CMC), the LA KIDS MARKET is comprised of over 50 showrooms collectively representing over 800 brands, including the largest year-round collection of Contemporary, Made In LA, and European children's fashion lines in the nation, as well as a fast growing selection of gifts, toys, and lifestyle products.

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